

FY09 Promotions with Details

Bowlopolis/Youth Bowling Education Program:

Dates: Ongoing program. Kits available mid-January 2009.

Description: This promotion will incorporate the BPAA's Bowlopolis program materials and a custom-designed and tested youth bowling education program for kids in 4 age groups: 0-3, 4-6, 7-9 and 10-12 year old bowlers. Goal is to grow more youth bowlers. It is open to all installations with a youth market and will be available to 75 centers. This will be a multi-week program of instruction and will require your Bowling center to have personnel trained in coaching young bowlers. FMWRC will supply the carpeted bowling lanes and a complete series of age appropriate lessons/sessions as part of the package.

Number of locations: NTE 75 locations

Event Specific Requirements:

- Must have a significant youth bowling market (0-12 years of age) from which to recruit patrons to participate.
- Will require partnership with CYS, schools, etc. to promote the program and generate sign-ups.
- Requires your Bowling center to have personnel trained in coaching young bowlers.
- Depending on sign-ups, may require four staff members plus parents with their child.
- Bowling center must agree to offer the lessons as directed for the appropriate multi-week time frame.
- Requires a fee for participation—estimated at \$5.00 per lesson.

Minimum FMWRC Support: Promotion guide with lesson plans and activities, templates for POS materials, the Bowlopolis Bowling kit from BPAA, the carpeted bowling lanes and pins for young bowlers to learn on before moving to your lanes.

Program Goals:

- Introduce bowling skills to children ages 0-3, 4-6, 7-9 and 10-12
- Grow new bowlers via a high energy, kid friendly, age appropriate 4-6 week program of instruction (program for toddlers will be shorter)
- Generate additional revenue on the lanes and at the snack bar through repeat weekly visits by the parent and child
- Standardize youth bowling education programs at Army bowling centers
- Provides a physical activity for children that can become a life-long sport

Event Details

- Installations will be sent their kits and promotional materials in November, but may begin advertising the youth bowling lessons as soon as they are confirmed as a participating location.

Operation Rising Star:

Dates: Local installation contests must be executed August-September 2009. Overall finals TBD.

Open to all active duty military and their family members ages 18 and above at 47 installations. The turn-key program partners with Army Entertainment to bring new patrons into MWR food and beverage facilities. The format is based on American Idol; installation winner competes in an Army wide final competition aired on television.

Description: 5th year of this exciting program based on American Idol format. Purchase an appetizer or food item and receive additional ballots for voting. Local contests are to be held in club or CAC facilities with MWR food and beverage sales available. Winners from each local contest will go to the Operation Rising Star Online Finale or a live finals. Downrange MWR programs are invited to participate.

Number of locations: 47

Event Specific Requirements:

- Program must be held in a facility that offers MWR food and beverage operations. Goal is to help your F&B activity make money through appetizer and beverage sales.
- Must agree to cross promote and market through BOSS or the local Command to ensure at least a minimum two-night event with no fewer than four competitors.
- Promote and run the event in accordance with the official rules and guidebook. Complete an After Action Report following the FMWRC guidance.
- Promotion is labor intensive and requires a team effort. Successful locations have Recreation, Club, Marketing, BOSS and PAO Support all participating.
- Track and report F&B sales from August-September of 2008 vs. sales for same time period 2009.
- This is a repeat promotion. If you took part in 2008 and did not have significant participation, please do not register for this promotion unless you have a plan to increase participation.

Minimum FMWRC Support:

- Promotional materials include outdoor banners, table tents, posters, 30 second commercial and radio spots, flash ad, and b/w newspaper ads.
- Contestant prizes for first– third place at the local level and Unit/FRG cash prize.
- Contest support elements; official rules, scoring database, ballot template.
- Event t-shirts.
- Coordination of online or live finals.

Audience: Target market for performers is Active Duty, Reserve and National Guard and their family members 18 years of age and older. Voting audience is typically family members and coworkers/friends of the contestants.

Program Goals:

- Partnership between Entertainment and Clubs to bring new patrons into MWR F&B facilities and generate revenues through F&B sales.
- Showcase Soldiers and their Family members via on-stage performances and televised broadcast.
- Creates esprit de corps amongst units and FRGs via audience involvement.
- Provides a venue for Soldiers and Family members to socialize.

Event Details

- Installations will be sent their kits and promotional materials in June, but may begin advertising the promotion for participants and spectators as soon as they are confirmed as a participating location.
- Average program ran 3 nights at the participating location and generated 25% increase in sales from non-programming night.

Texas Hold'em

Dates: Installations must execute the Texas Hold "Em event between January 15 and March 15th 2009. Final competition will be held on or around 15 April 2009.

Description: The promotion consists of a single tournament event that can take place over maximum two weekends at each participating location. The winner from each location will advance to the on-line final tournament to win the Army title and grand prize (TBD).

Number of locations: Maximum 55. The 46 locations that participated last year get first priority.

Event Specific Requirements:

- Develop a marketing plan, promote the event, run the event in accordance with the official rules and guidebook, complete an After Action Report following the FMWRC guidance.
- Must be held in a facility where MWR sells or can sell food and beverages.
- Supply winner participating in final On-line finals with computer access for the final tournament.
- Must "attend" one of the scheduled conference calls to coordinate the event or schedule a one-on-one call with the FMWRC POC prior to 5 Jan 09.
- Submit event dates and location by 5 Jan 2000.

- Must track and report financial data for same time period of your promotion this year versus previous year.
- Completed After Actions Reports are due 7 business days after your event. If deadline is not met your winner may not be authorized to participate in final tournament.
- This is a repeat promotion. If you took part in 2008 and did not have significant participation, please do not register for this promotion unless you have a plan to increase participation.

Minimum FMWRC Support: Handbook, POS, artwork for blind schedule, decks of cards, tournament director software and prizes. Your local winner will have the opportunity to participate in the on-line final tournament and have a chance at winning exciting prizes. Installations that did not participate in 2008's Texas Hold'em promotion will receive poker chips. Support from FMWRC POC to help with issues and questions.

Audience: 18 and over MWR authorized users and their guests.

Event Goal:

- Repeat promotion at installations that participated in 2008. Increase revenue generated from last years numbers.
- New installations –break even or generate revenue in your MWR F&B facility
- Support troops downrange with exciting programming
- Supply MWR programs with tools to continue programming and creating revenue generating opportunities during the course of the year.

Wii Tournament

Dates: Mid-February - Mid April

Description: This new generation of video game closes the age gap between our 18 year olds and our 60 year olds—everyone loves Wii! Draw the crowd with a fun-filled event that keeps the gamers and the spectators on their feet. Wii Sports offers five distinct sports experiences, each using the Wii remote controller to provide a natural, intuitive and realistic feel. Use the Wii remote controller to mimic the actions of swinging a racket, bat or club, roll a ball down an alley or deliver a left jab. To play a Wii Sports game, all your customers need to do is pick up a controller and get ready for the pitch, serve or that right hook. Even if you've never played any of these sports before, you're ready for fun! Tournament will consist of competition in each of the five sports, tennis, baseball, bowling, golf and boxing. Each sport will have a winner. Top players will get to compete in a "Wii off!" Top three players win prizes.

Number of Locations: Maximum 25

Event Specific Requirements:

- Event must be held in an MWR facility that sells food and beverage or where MWR can come sell food and beverage to generated revenue.

- Develop a marketing plan to promote the event
- Run the event in accordance with the official rules and guidebook
- Complete an After Action Report following the FMWRC guidance.
- This is a repeat promotion. If you took part in 2008 and did not have significant participation, please do not register for this promotion unless you have a plan to increase participation.

Minimum FMWRC Support: Event POS, official rules, event guidebook/handbook, two Wii consoles, two extra remote control sets, a prize for the winner of each sport. First second and third place prizes for tournament winner. Support from FMWRC POC to help with issues and questions.

IT'S BUNCO TIME:

Dates: Three month promotion...one night per month During March-April and May

Description: Bunco is an entertainment opportunity targeted at women—especially Family Readiness Groups—as a wholesome means of social interaction, and a chance to get out for an evening and meet new friends. It's a simple dice game, now played across America in private homes and clubs. The promotion will be hosted at the club or another MWR venue with opportunities for food and beverage sales. Similar to Texas Hold 'em...this is a promotion that, if it proves to be popular, can be run throughout the year. No cash is involved...so it is not considered gambling. It is an opportunity for ladies to get together and have some fun. This year we will add some “non-gender specific” prizes for men who would like to participate.

Number of Locations: Maximum 55 locations (goal: 48 players per night)

Event Specific Requirements:

- Provide a club or other F&B venue that can support at least 48 BUNCO players, at 4-top tables, one night a month for all 3 months.
- The club will provide minimal free snacks such as chips, nuts, or pretzels and have sodas and alcoholic beverages available for purchase.
- The club will have a buffet, appetizers or other food items for sale.
- Promote the event through the installation's Family Readiness Groups (FRGs).
- Run the event in accordance with the promotion guide.
- Complete an After Action Report following the FMWRC guidance.
- This is a repeat promotion. If you took part in 2008 and did not have significant participation, please do not register for this promotion unless you have a plan to increase participation.

Minimum FMWRC Support: BUNCO supplies, nightly prizes, instructions for hosting the BUNCO party, BUNCO rules and flyers or other information to be disseminated to the FRGs on the installation.

Audience: Women/Family Readiness Groups

Goals:

- Provide entertainment in our clubs that will attract spouses while husbands are deployed. Attract other women on installation to our facilities.
- Opportunity to showcase our facility, catering, customer service and other capabilities via themed program nights
- Provide unique social networking opportunity and free entertainment for spouses

Event Details

- Designed for 48 players/night (4 groups of 12 at 4-top tables). However, additional players can be added if seating is available.
- Club or host facility provide tables for 4, snacks, some local prizes (i.e. family dinner, lunch at the club, etc.), and POC familiar with BUNCO game/rules.
- FMWRC will provide local prizes (gift cards) and a Grand Prize sweepstakes for all participants (Grand Prize in 2008 was a \$4,000 SpaFinder.com Gift Card.)